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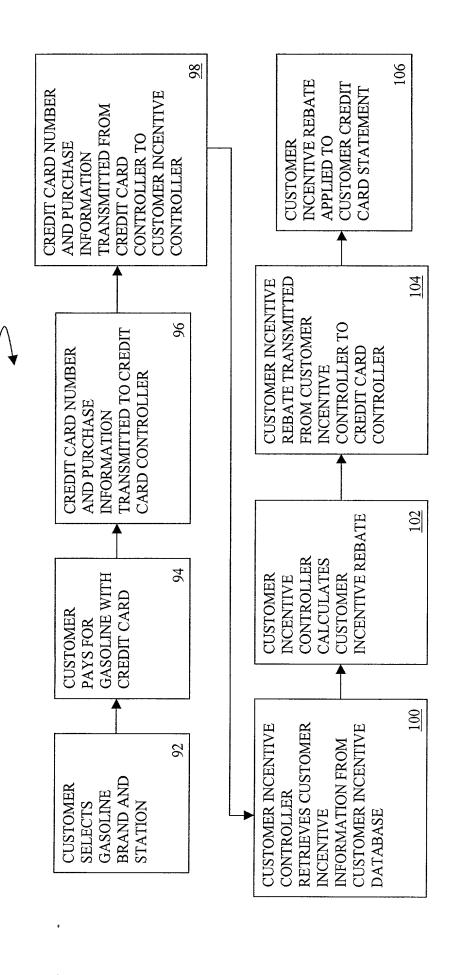


Fig. 4

INFORMATION PROGRAM DATE RANGE PURCHASE PURCHASE 36G DATE, DATE **GALLONS** CUSTOMER INCENTIVE DATABASE RECORD 36 MONTH 36F USED THIS 15 40 PROGRAM 36E PRICE \$1.50 \$1.60 GALLONS/MONTH GAS QUANTITY 36D 100 40 OCTANE BRAND 90 OCTANE BRAND INFORMATION | GRADE 36C GAS 68 CUSTOMER | CREDIT CARD 123-4567-8910 234-5678-9101 36B JANE DOE 36A

JOHN SMITH

37B

NAME

Fig. 5

DATE RANGE

DATE, PROGRAM

GALLONS/MONTH

ORD 40	40F	TAXES	\$0.15/GALLON	\$0.20/GALLON
GASOLINE PURCHASE DATABASE RECORD 40	40E	RETAIL PUMP PRICE	\$2.00/GALLON	\$2.25/GALLON
INE PURCHASE	40D	GALLONS OF GAS PURCHASED	10	20
GASOI	→	GAS	68	06
	40B	CREDIT CARD INFORMATION	123-4567-8910	234-5678-9101
	40A	CUSTOMER NAME	JOHN SMITH	JANE DOE
	·		41A	41B

Fig. (

AUTOMOBILE SALES DATABASE RECORD 44

44E	AUTOMOBILE SALES INFORMATION	SUV MODEL ABC, RED, 4WD, OPTION PACKAGE Z	SPORTS SEDAN MODEL BCD, YELLOW, OPTION PACKAGE L
44D	INCENTIVE DATE INFORMATION	PURCHASE DATE, PROGRAM LENGTH	PURCHASE DATE, PROGRAM LENGTH
44C	CUSTOMER INCENTIVE INFORMATION	89 OCTANE/40 GALS. PER MONTH/\$1.50 + TAXES/GALLON	90 OCTANE/100 GALS. PER MONTH/\$1.60 + TAXES/GALLON
44B	CUSTOMER INFORMATION & CREDIT CARD NUMBER	123-4567-8910	234-5678-9101
444 A	CUSTOMER NAME	JOHN SMITH	JANE DOE
		45A	45B

Fig. 7

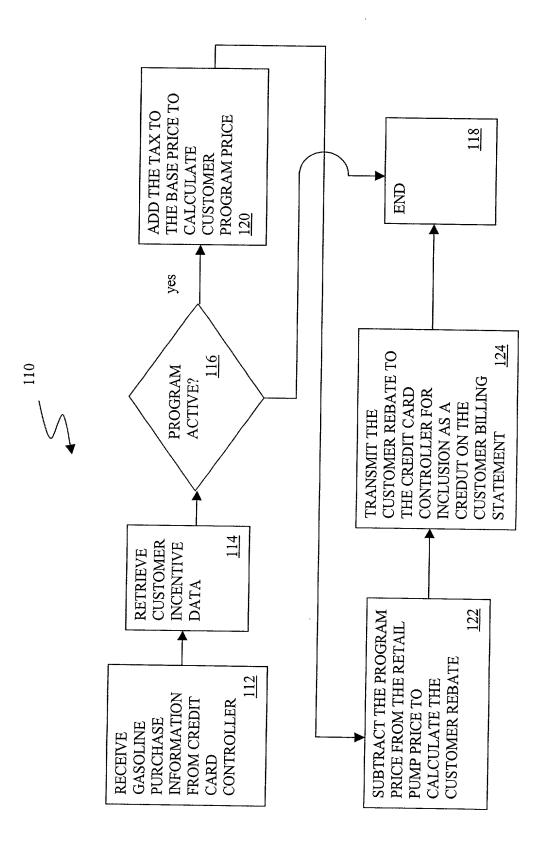


Fig. 8

SAMPLE CALCULATION SPREADSHEET 111

	VAKIABLE	COST OR OUANTITY	DESCRIPTION OF VARIABLE OR
<u>\$25</u>	GASOLINE QUANTITY	15 GALLONS	QUANTITY OF GASOLINE PURCHASED AT RETAIL PUMP
	RETAIL PUMP PRICE/GALLON	\$2.00	RETAIL PRICE PAID AT PUMP
	TAXES/GALLON	\$0.20	TAXES IN RETAIL PRICE
7	TOTAL CUSTOMER RETAIL PRICE	\$30.00	GASOLINE QUANTITY * RETAIL PUMP PRICE/GALLON
.47	PROGRAM PRICE/GALLON	\$1.50	AS CALCULATED BY INCENTIVE PROVIDER; RETRIEVED FROM STORAGE
120,	TOTAL CUSTOMER INCENTIVE PRICE	\$25.50	(PROGRAM PRICE/GALLON + TAX/GALLON) * GASOLINE QUANTITY
122,	REBATE TO CUSTOMER	\$4.50	TOTAL CUSTOMER RETAIL PRICE – TOTAL CUSTOMER INCENTIVE PRICE

Fig. 9

Fig. 10